R.J. Reynolds Tobacco Company

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January 23,1996

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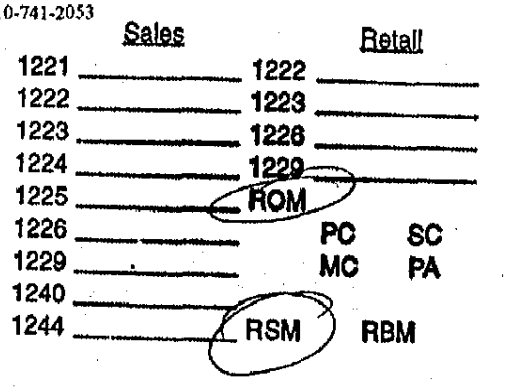
Rich Kane	Bob Snow
Larry Poole	Tim Gillespie
Peter Schmidt	Rich Mittica
Mark Young	Rory O' Rourke



Subject: **MONTHLY PROMOTION LIQUIDATION**

As I am sure each of you are already aware, there is a heightened level of sensitivity to our full and effective execution of monthly promotions. If you have not already done so, I would suggest you put into place some guidelines dealing with any remaining quantities of promotional product left at the end of each month. A suggested set of guidelines are as follows:

- The Manager/Rep. responsible for each VAP/DPC wholesaler should:

1. Contact each of their accounts the third or fourth week of each month and check the warehouse for remaining quantities of the current month's promotion.

2. An Authorized list of chains/independents should be set-up with Region Management / Reps. to receive force-outs of remaining promotions each month.

3. Quantities remaining in each wholesaler the third or fourth week of the month should be forced-out to the retailers identified in Step #2, during the last week of the month. Where these remaining quantities are shipped should be determined by RJR based on business building opportunities, not by the wholesaler.

The above type of process should greatly assist us in ensuring all of our promotional resources are working for us in a timely manner.

Call if you have any questions.

Don
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